Measure 5: Seattle Central Business District Customer Surveys

Background

The downtown Seattle transit tunnel, a thoroughfare for specific bus routes traveling through downtown Seattle, closed in September 2005 to allow for construction of a light rail line. The tunnel re-opened to bus traffic in September 2007. Light rail operation is expected to begin in 2009. During the construction period, buses that formerly used the tunnel were re-routed onto surface streets in downtown Seattle.

King County Department of Transportation, Metro Division, acting on behalf of a multi-agency team, contracted with the Gilmore Research Group to evaluate the behavior of bus riders and auto drivers before and during the tunnel closure and after the tunnel reopened. The purpose of the research was to understand:

- Changes in use of the downtown Seattle area
- The perceived impact of re-routed buses on travel time to and within downtown Seattle
- Satisfaction with various elements of travel within downtown Seattle such as travel time, parking availability, and on-time performance at downtown bus stops
- Overall satisfaction with the downtown Seattle experience

A baseline study of downtown Seattle users was conducted in August 2005, approximately one month before the tunnel closed. A formal feedback survey was conducted in the summer of 2006. The 2007 survey is the first formal survey conducted after the tunnel opened again.

Methodology

Three distinct groups of downtown Seattle users were targeted for this study:

- Bus riders
- Auto travelers to downtown who park in surface lots or parking garages
- Auto travelers to downtown who park on the street in downtown Seattle

Questionnaire Development

Gilmore Research worked with KC Metro staff to develop a questionnaire suitable for all three respondent groups. Topics explored in the study include:

- Reasons for coming to downtown Seattle
- Travel mode to downtown
- Travel time to downtown destinations
- Personal comfort and satisfaction with various elements of the downtown experience
- Information sources about the tunnel reopening

The survey was designed so it could be completed over the phone or online.

Cluster Selection

The sampling frame consisted of a complete listing of the bus stops, garage/lots and metered parking blocks in downtown Seattle. Clusters of 35 bus stops, 25 garages/lots and 20 parking meter blocks were randomly selected from this list for data collection purposes.

Several of the Garage/Lot Cluster locations used in 2006 were closed or refused access to Gilmore interviewers and had to be replaced. Replacement garage/lot locations were chosen using the same process described above. Each parking garage/lot was given one chance for random selection for each slot available for parking (i.e., 14 spots = 14 chances, 150 spots = 150 chances). Thus, larger venues had a greater chance to be selected over smaller ones. Each parking lot was only selected once.

Recruitment

Gilmore Research staff wearing Metro aprons traveled to select downtown locations to recruit survey respondents. All recruiting occurred on weekdays between 2 and 6 PM. Respondents were recruited from October 16 to November 15, 2007.

Gilmore staff collected names and telephone numbers of individuals willing to participate in a telephone survey at bus, garage/lot and parking meter locations. Those who did not want to participate in the phone survey were given a postcard with a website address so they could do the survey online. The postcards explained the purpose of the survey, provided the website address and a unique PIN number that would allow respondents to complete the survey online. See Figure 15 to view sample disposition.

Figure 15. Telephone Survey Sample Disposition

	2007 Bus Cluster Sample	2007 Percent of Bus Sample	2007 Garage/ Lot Cluster Sample	2007 Percent of Garage/ Lot Sample	2007 On-Street Parking Cluster Sample	2007 On-Street Parking Cluster Percent
Total Sample Attempted	**1,255**	**100%**	**647**	**100%**	**357**	**100%**
Disconnected	61	5	21	3	14	4
Business/FAX	1	<1	3	<1	1	<1
Wrong Number	35	3	10	2	6	2
Subtotal Non-working	**97**	**8%**	**34**	**5%**	**21**	**6%**
Usable Sample	**1,158**	**92%**	**613**	**95%**	**336**	**94%**
No answer	49	4	16	2	7	2
Answering machine	509	41	235	36	102	29
Respondent not available	112	9	88	14	16	4
Busy signal	30	2	14	2	4	1
Blocked number	5	<1	1	<1	---	---
Subtotal No Contact	**705**	**56%**	**354**	**55%**	**129**	**36%**
Total Sample Contacted	**453**	**36%**	**259**	**40%**	**207**	**58%**
Refusals	14	1	18	2	4	1
Terminate/Incomplete	9	1	2	<1	3	1
Subtotal Refusals/Incomplete	**23**	**2%**	**20**	**3%**	**7**	**2%**
Not qualified (misc.)	10	1	6	1	2	1
Language barrier/ hearing problem	24	2	5	1	11	3
Subtotal Not Qualified	**34**	**3%**	**11**	**2**	**13**	**4%**
Completed Telephone Interviews	**396**	**32%**	**228**	**35%**	**187**	**52%**
Complete Online/Web Interviews	**8**	**---**	**3**	**---**	**5**	---
Total Completed Interviews	**404**		**231**		**192**	

May not sum to 100% due to rounding.

Data Collection

Between October 18 and November 20, 2007, Gilmore Research completed 827 telephone interviews with respondents recruited from the bus (404), garage/lot (231) and on-street parking locations (192). The telephone survey took 11 minutes to complete on average.

Sixteen individuals completed the survey online including 8 from bus stop locations, 3 from garage/parking lot locations and 5 from the on-street parking spaces.

Analysis and Reporting

As noted above, data were collected from three discrete populations who use the downtown area. Since the population of downtown users in each of these groups is unknown, it is not possible to combine the data into a proportionately representative "snapshot" of all downtown users. For this reason, even though respondents from the Bus Clusters may also travel to downtown by automobile and vice versa, the groups are analyzed separately in the report that follows.

Comparisons are made between survey findings from data collected in 2005 (prior to the tunnel closure), 2006 (during tunnel closure) and 2007 (after tunnel reopened) across all three respondent groups as appropriate. In 2005, the number of respondents surveyed from the parking meter clusters was too small for statistically reliable comparisons to be made. Thus, comparisons are made between 2006 and 2007 data only for this group. Unless otherwise indicated, all statistically significant differences are reported at the 95% confidence level. "Don't know" and "refused" responses are included in the base though they may not be shown in the tables and figures.

<u>Respondent Profile</u>

Characteristics of respondents to the 2007 survey from the Bus and Garage/Lot Clusters were very similar to those of the 2006 survey respondents, as shown in Figure 16. Statistically significant differences between sample clusters noted in 2007 include:

- 2007 respondents from the Bus Clusters were more likely than those in 2006 to report making 1 to 5 trips a month to downtown Seattle (16% and 9% respectively).
- Fewer Bus Cluster respondents in 2007 were ages 16 to 24 (4% v. 14% in 2006).
- Fewer respondents in the Garage/Lot Clusters were ages 25 to 44 than recorded in 2006 (22% and 30% respectively).
- Respondents in the On-Street Parking sample were more likely than those from the Bus Cluster sample to be male (56% and 47% respectively).

The majority of respondents in all cluster groups live in North King County. Respondents from the Garage/Lot Clusters were more than twice as likely as those in the Bus or On-Street Parking Clusters to live in East King County.

As expected with the high proportion of commuters, the majority of respondents from all Cluster groups reported making 20 or more trips to downtown Seattle per month (72% Bus, 63% Garage/Lot, and 54% On-Street Parking). The percentage difference between On-Street Parking respondents and Bus Cluster respondents who go downtown 20 or more times per month is statistically significant.

Figure 16. Respondent Characteristics by Cluster Type
All 2006 survey respondents

(Base)	Bus Clusters (n=404)	Garage/Lot Users (n=231)	On-Street Parking Clusters (n=192)
***Commuter Status**			
Commuter	80%	79%	70%
Non-commuter	20	21	30
Area			
North King County	57%	42%	59%
South King County	17	16	16
East King County	7	22	10
Other	19	20	15
Trips to Downtown Seattle			
Live in downtown Seattle	4%	1%	3%
Less than once a month	2	2	3
1 to 5 trips/month	9	16	18
6 to 9 trips/month	4	5	7
10 to 19 trips/month	10	12	16
20 or more trips/month	72	63	54
Don't know	---	<1	---
Average trips per month	*20*	*17*	*17*
****Regular Downtown Seattle Users**			
Yes	95%	89%	91%
No	5	11	9
Age Groups			
16 to 19	1%	0%	0%
20 to 24	3	<1	1
25 to 34	10	7	7
35 to 44	24	22	22
45 to 54	21	26	28
55 to 64	22	24	24
65 or Older	16	16	16
Refused	5	6	3
Average age	*42 years*	*43 years*	*43 years*
Gender			
Male	47%	49%	56%
Female	53	51	44

***** A **Commuter** is someone who makes 3 or more work/school trips per week.

****** A **Regular User** lives in downtown Seattle or makes 3+ trips downtown per month.

May not sum to 100% due to rounding.

Key Findings

At least three-quarters of respondents from the Bus (80%) and Garage/Lot Clusters (79%) are commuters to downtown Seattle for work or school as are 70% of those from the On-Street Parking Clusters. The majority of respondents in the Bus (57%) and On-Street Parking Clusters (59%) live in North King County as does a plurality of Garage/Lot Cluster respondents (42%). Respondents from the On-Street Parking sample were significantly more likely to be male than those in the Bus Cluster group.

<u>Travel to Downtown Seattle</u>

More than six in ten respondents in both the Bus Cluster sample and the Garage/Lot sample reported traveling to downtown Seattle 20 or more times per month (72% Bus, 63% Garage/Lot), significantly more than respondents from the Parking Meter sample (54%).

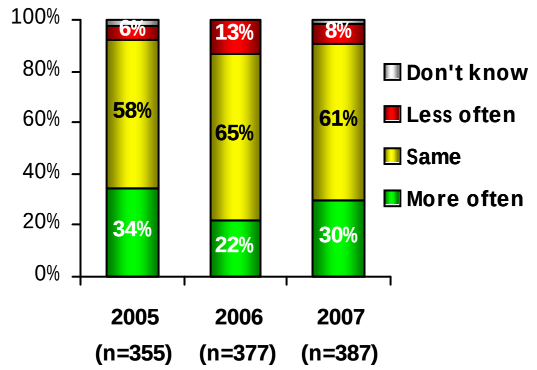
81% of respondents from the Bus Cluster sample and 84% from the Garage/Lot sample work or attend school in downtown Seattle, slightly, but not significantly more than those from the On-Street Cluster sample (75%). The majority of these respondents make at least 20 trips downtown for work or school each month (86% from Bus Cluster sample, 72% from Garage/Lot sample and 69% from Parking Meter sample).

More than half of the respondents in all three sample groups travel downtown for shopping, medical appointments or to run errands (57% Bus, 53% Garage/Lot and 62% On-Street Parking). Garage/Lot Cluster respondents reported significantly fewer of these types of trips on average in 2007 than in 2006 (3.6 and 5.3 trips per month respectively) while those in the Bus Cluster and On-Street Parking Cluster samples did not change significantly.

Nearly six in ten Bus Cluster respondents reported coming downtown for entertainment purposes (59%) as did 72% of those in the Garage/Lot and On-Street Parking sample groups. Respondents from each sample group reported an average of 2 to 4 trips downtown for entertainment purposes (3.0 Bus Clusters, 2.4 Garage/Lot Clusters, and 3.8 On-Street Parking Cluster). The average number of entertainment trips for respondents in these sample groups has not changed significantly since 2006.

More than six in ten respondents from each of the three sample groups reported that they come to downtown Seattle as often now as they did a year ago (61% Bus Cluster, 62% for Garage/Lot Cluster, 67% for On-Street Parking Cluster respondents). When compared with findings from 2006, responses from the Bus Cluster sample showed a significant increase in the percentage who said they come to downtown Seattle more often than they did a year ago (22% in 2006 and 30% in 2007). None of the respondents said the reason they come downtown less often was related to the tunnel re-opening (see Figures 17A, 17B and 17C below).

Figure 17A. Travel to Downtown Seattle Compared to Last Year
Bus cluster respondents not living in downtown Seattle

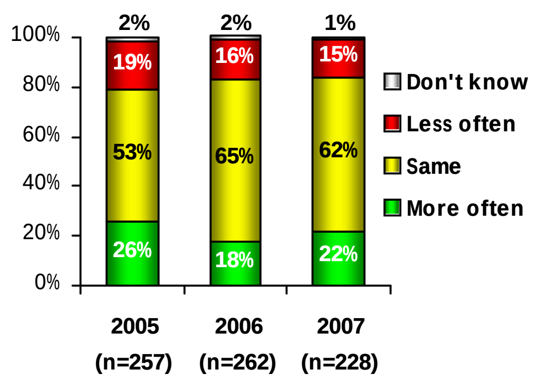


Question 11:
Would you say you are going to downtown Seattle less often than last year, more often than last year, or about the same as last year?

"Don't know" was 1% or less

May not sum to 100% due to rounding.

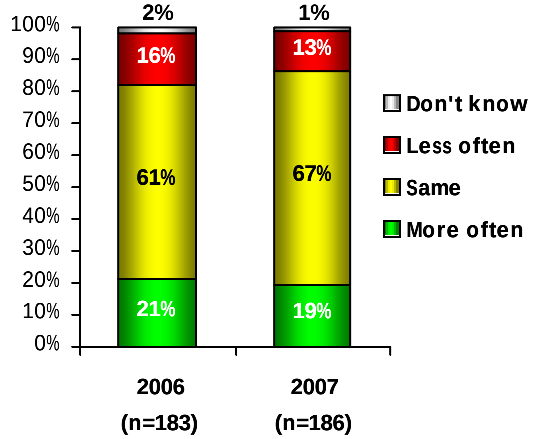
Figure 17B Travel to Downtown Seattle Compared to Last Year
Garage/Lot respondents not living in downtown Seattle



Question 11:
Would you say you are going to downtown Seattle less often than last year, more often than last year, or about the same as last year?

May not sum to 100% due to rounding.

Figure 17C Travel to Downtown Seattle Compared to Last Year
On-street cluster respondents not living in downtown Seattle



Question 11:
Would you say you are going to downtown Seattle less often than last year, more often than last year, or about the same as last year?

May not sum to 100% due to rounding

Reported use of a car to travel to and around downtown Seattle did not change significantly since 2006 for respondents in any of the three sample groups.

Half (50%) of the bus riders in the Bus Cluster sample, 44% of those in the Garage/Lot sample and 40% of those in the On-Street Parking sample were satisfied with how the tunnel re-opening has affected bus travel downtown. Very few respondents were dissatisfied (11% Bus Cluster, 8% Garage/Lot Cluster, 3% On-Street Parking Cluster) with the remainder saying they were neither satisfied nor dissatisfied.

For both Bus and Garage/Lot respondents, travel is most common during the morning commute hours from 6 to 9 AM on weekdays. Respondents from the On-Street Cluster were equally likely to travel during all time periods queried in the survey. Respondents coming downtown for work or school are especially likely to travel during weekday morning commute hours. Those coming downtown to shop or run errands were most likely to travel on weekends during the day while those coming downtown for entertainment traveled more often on weekend evenings.

Thirty percent of respondents in the Bus Cluster sample reported traveling to downtown Seattle between 3 and 6 PM weekdays and 38% percent reported traveling on weekend evenings (38%); which is significantly less than in either 2005 or 2006. Significantly fewer (67%) Garage/Lot respondents in 2007 reported traveling to downtown Seattle on weekdays during morning and evening commute hours than in 2006. In 2007, significantly fewer (43%) On-Street Parking respondents reported traveling downtown on weekdays between 3 and 6 PM (see Figures 18A, 178B and 18C below).

Figure 18A Time of Day Travel to Downtown Seattle by Purpose
All bus cluster respondents

	2005	2006	--2007--			
	All Purposes	**All Purposes**	**All Purposes**	**Work/ School**	**Shopping/ Medical/ Errands**	**Dining/ Sports/ Entertainment**
(Base)	**(n=367)**	**(n=387)**	**(n=404)**	**(n=327)**	**(n=230)**	**(n=238)**
Weekdays 6 to 9 AM	72%	77%	73%	87%	9%	2%
Weekdays 9 AM to 3 PM	41	36	32	11	42	9
Weekdays 3 to 6 PM	42	41	30	14	25	20
Weekdays after 6 PM	41	33	35	13	11	41
Weekends during the day	53	52	51	17	60	39
Weekends during the evening	48	47	38	6	14	55
Was already downtown	---	---	6	---	8	4

Question 3A: Which of the following times of day do you usually travel to downtown for work or school?

Question 6A: Which of the following times of day do you usually travel to downtown for shopping, appointments and other errands?

Question 9A: Which of the following times of day do you usually travel to downtown for dining, sports, or other entertainment?

Multiple responses allowed. "Don't know" responses not shown.

Figure 18B. Time of Day Travel to Downtown Seattle by Purpose
All garage/lot respondents

	2005 All Purposes	2006 All Purposes	--2007-- All Purposes	Work/ School	Shopping/ Medical/ Errands	Dining/ Sports/ Entertainment
(Base)	(n=265)	(n=263)	(n=231)	(n=195)	(n=123)	(n=166)
Weekdays 6 to 9 AM	71%	75%	67%	78%	4%	2%
Weekdays 9 AM to 3 PM	45	33	35	22	30	11
Weekdays 3 to 6 PM	37	37	26	9	18	19
Weekdays after 6 PM	51	41	38	9	13	43
Weekends during the day	68	49	43	10	54	33
Weekends during the evening	62	51	49	5	18	65
Was already downtown	---	---	9	---	15	5

Question 3A: Which of the following times of day do you usually travel to downtown for work or school?

Question 6A: Which of the following times of day do you usually travel to downtown for shopping, appointments and other errands?

Question 9A: Which of the following times of day do you usually travel to downtown for dining, sports, or other entertainment?

Multiple responses allowed. "Don't know" responses not shown.

Figure 18C. Time of Day Travel to Downtown Seattle by Trip Purpose
All on-street cluster respondents

	2006 All Purposes	--2007-- 2007 All Purposes	Work School	Shopping Medical Errands	Dining Sports Entertainment
(Base)	(n=192)	(n=192)	(n=143)	(n=118)	(n=138)
Weekdays 6 to 9 AM	49%	47%	59%	6%	1%
Weekdays 9 AM to 3 PM	54	49	42	43	7
Weekdays 3 to 6 PM	56	43	31	31	15
Weekdays after 6 PM	53	46	12	22	53
Weekends during the day	53	51	24	55	24
Weekends during the evening	52	53	14	20	67
Already downtown	---	5	---	4	4

Question 3A: Which of the following times of day do you usually travel to downtown for work or school?

Question 6A: Which of the following times of day do you usually travel to downtown for shopping, appointments and other errands?

Question 9A: Which of the following times of day do you usually travel to downtown for dining, sports, or other entertainment?

Multiple responses allowed. "Don't know" responses not shown.

Mode choice to downtown was highly correlated with sample type. Riding the bus was the dominant mode choice among respondents from the Bus sample for non-discretionary purposes (93% work/school, 65% shopping/medical/errands). Bus Cluster respondents were as likely to say they usually travel by car (46%) as they were by bus (47%) when coming downtown for entertainment. Among Garage/Lot respondents, car was the most common mode choice for all trip types (84% work/school, 90% shopping/medical/errands, and 93% entertainment). On-Street Parking Cluster respondents were also most likely to travel by car for all trip types (77% work/school, 81% shopping/medical/errands, and 88% entertainment).

The percentage of Garage/Lot Cluster respondents who usually commute to work or school by car/carpool has increased significantly in each of the last two years from 61% in 2005 to 75% in 2006 to 84% in 2007). Garage/Lot Cluster respondents who use a car for shopping trips also increased significantly from 79% in 2006 to 90% in 2007. On-Street Parking Cluster respondents were significantly more likely to report usually traveling by car for shopping trips (69% in 2006, 81% in 2007) and entertainment trips (77% in 2006 and 88% in 2007).

Overall travel time from the beginning of a trip to the final destination in downtown Seattle regardless of trip purpose averaged 37.0 minutes for Bus Cluster respondents, 33.8 minutes for Garage/Lot Cluster respondents and 28.1 minutes for On-Street Parking Cluster respondents. While average travel times for all three groups have increased since 2005, the only statistically significant increase was for Bus Cluster respondents whose average travel time was 32.7 minutes in 2005 (see Figures 18A and 18B below).

Figures 19A - C below show that bus travelers had significantly longer travel times to work (41 minutes) than those from the Garage/Lot (35 minutes) and Parking Meter Clusters (30 minutes). Bus Cluster respondents had slightly longer travel times than Garage/Lot customers for shopping/medical/errands (31 and 28 minutes respectively) and significantly longer travel times than On-Street Parking Cluster respondents (23 minutes). Garage/Lot Cluster respondents reported the longest average travel time for entertainment trips (32 minutes, compared to 30 minutes for Bus Cluster respondents and 27 minutes for On-Street Parking Cluster respondents).

Figure 19A Total Travel Time to Work/School
Bus cluster respondents who travel downtown by bus or car/carpool

	2005	2006	2007
(Base)			
Work/School	**(n=275)**	**(n=306)**	**(n=312)**
0 to 10 Minutes	2%	3%	4%
11 to 15 Minutes	9	12	6
16 to 30 Minutes	48	38	39
31 to 60 Minutes	34	38	42
Over 60 Minutes	7	8	10
Average	*34.9 Min.*	*36.9 Min.*	*40.7Min.*
Shop/Medical/Errands	**(n=210)**	**(n=203)**	**(n=190)**
0 to 10 Minutes	12%	16%	10%
11 to 15 Minutes	15	14	17
16 to 30 Minutes	44	41	40
31 to 60 Minutes	23	22	25
Over 60 Minutes	5	6	5
Average	*30.2 Min.*	*30.4 Min.*	*31.1 Min.*
Dining/Sports/Entertainment	**(n=231)**	**(n=218)**	**(n=213)**
0 to 10 Minutes	11%	8%	9%
11 to 15 Minutes	17	20	18
16 to 30 Minutes	43	42	38
31 to 60 Minutes	25	24	28
Over 60 Minutes	3	5	3
Average	*28.6 Min.*	*31.3 Min.*	*29.8 Min.*
Average Across All Purposes	***32.7 Min.***	***34.9 Min.***	***37.0 Min.***

Questions 4B, 7B, 10B: How long does it take you to travel from the beginning of your trip to (trip purpose) downtown by (travel mode)?

May not sum to 100% due to rounding.

Figure 19B. Total Travel Time to Work/School
Garage/lot respondents who travel downtown by bus or car/carpool

	2005	2006	2007
(Base)			
Work/School	**(n=204)**	**(n=210)**	**(n=184)**
0 to 10 Minutes	9%	9%	9%
11 to 15 Minutes	14	15	14
16 to 30 Minutes	38	42	38
31 to 60 Minutes	33	26	31
Over 60 Minutes	6	7	9
Average	*32.5 Min.*	*31.1Min.*	*35.0 Min.*
Shop/Medical/Errands	**(n=161)**	**(n=125)**	**(n=100)**
0 to 10 Minutes	19%	20%	20%
11 to 15 Minutes	16	26	14
16 to 30 Minutes	45	38	37
31 to 60 Minutes	16	10	26
Over 60 Minutes	3	5	3
Average	*25.4 Min.*	*24.1Min.*	*28.2 Min.*
Dining/Sports/Entertainment	**(n=196)**	**(n=175)**	**(n=151)**
0 to 10 Minutes	12%	10%	12%
11 to 15 Minutes	13	21	18
16 to 30 Minutes	47	42	36
31 to 60 Minutes	23	19	29
Over 60 Minutes	5	8	5
Average	*29.9 Min.*	*30.4 Min.*	*32.3 Min.*
Average Across All Purposes	***30.0 Min.***	***30.2 Min.***	***33.8 Min.***

Questions 4B, 7B, 10B: How long does it take you to travel from the beginning of your trip to (trip purpose) downtown by (travel mode)?
May not sum to 100% due to rounding.

Figure 19C. Total Travel Time to Work/School
On-street parking respondents who travel downtown by bus or car/carpool

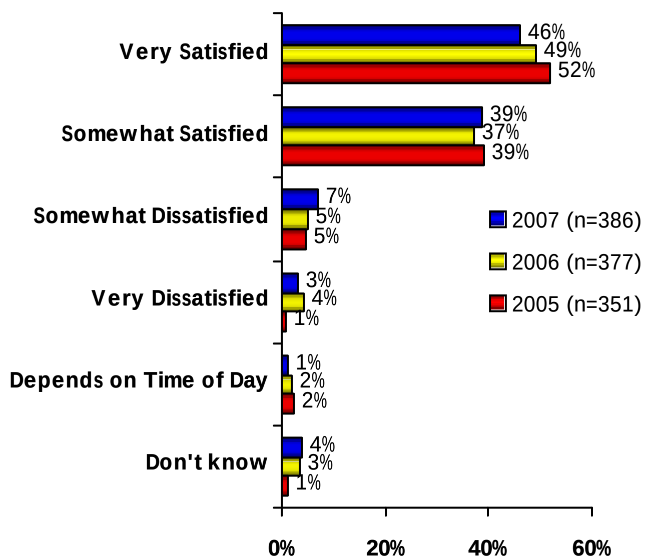
	2006	2007
(Base)		
Work/School	**(n=122)**	**(n=134)**
0 to 10 Minutes	15 %	15%
11 to 15 Minutes	25	9
16 to 30 Minutes	28	40
31 to 60 Minutes	28	26
Over 60 Minutes	4	5
Average	*27.9 Min.*	*29.7 Min*
Shop/Medical/Errands	**(n=85)**	**(n=99)**
0 to 10 Minutes	18 %	14
11 to 15 Minutes	26	29
16 to 30 Minutes	35	38
31 to 60 Minutes	18	13
Over 60 Minutes	2	2
Average	*25.7 Min.*	*22.7 Min.*
Dining/Sports/Entertainment	**(n=116)**	**(n=124)**
0 to 10 Minutes	17 %	15
11 to 15 Minutes	23	24
16 to 30 Minutes	37	35
31 to 60 Minutes	19	21
Over 60 Minutes	3	5
Average	*26.2 Min.*	*26.9 Min.*
Average Across All Purposes	***27.7 Min.***	***28.1 Min.***

Questions 4B, 7B, 10B: How long does it take you to travel from the beginning of your trip to (trip purpose) downtown by (travel mode)?
May not sum to 100% due to rounding.

Personal Comfort in Downtown Seattle

A substantial majority of respondents from all sample groups (85% Bus, 85% Garage/Lot and 85% On-Street Parking) said they are satisfied with their ability to walk around downtown Seattle without feeling crowded. Both the Bus and Garage/Lot groups were less satisfied with downtown crowding than in 2005 and 2006—especially for Garage/Lot respondents where the percentage who said they were "very satisfied" dropped significantly from 51% in 2006 to 46% in 2007. Responses from the On-Street Parking group showed a similar pattern (51% "very satisfied in 2006 to 41% in 2007), but the difference was not statistically significant (See Figures 20A, 20B and 20C below).

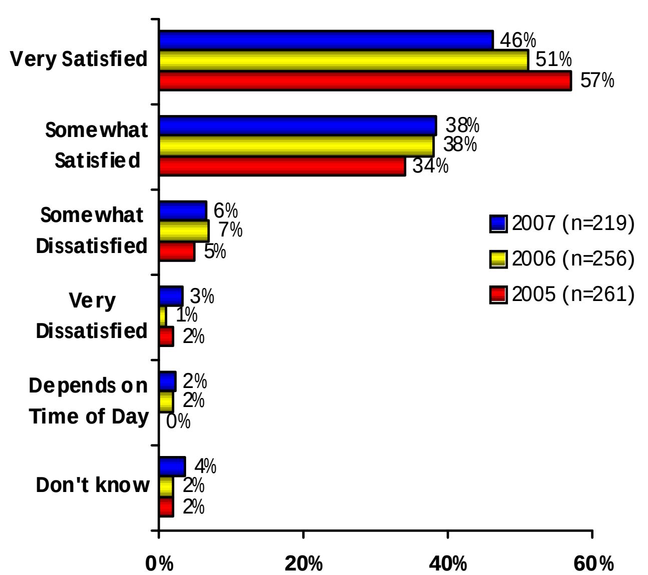
Figure 20A. Satisfaction with Ability to Walk Around Without Feeling Crowded
Bus cluster respondents who travel downtown by bus, car or carpool



Questions 18 and 30:
Are you satisfied/dissatisfied with being able to walk around downtown without feeling crowded?

May not sum to 100% due to rounding.

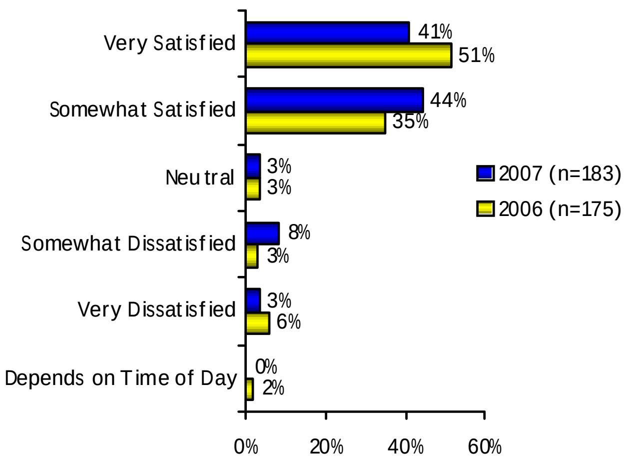
Figure 20B. Satisfaction with Ability to Walk Around Without Feeling Crowded
Garage/Lot Cluster respondents who travel downtown by bus, car or carpool



Questions 18 and 30:
Are you satisfied/dissatisfied with being able to walk around downtown without feeling crowded?

May not sum to 100% due to rounding

Figure 20C. Satisfaction with Ability to Walk Around Without Feeling Crowded
On-Street Parking Cluster respondents who travel downtown by bus, car or carpool



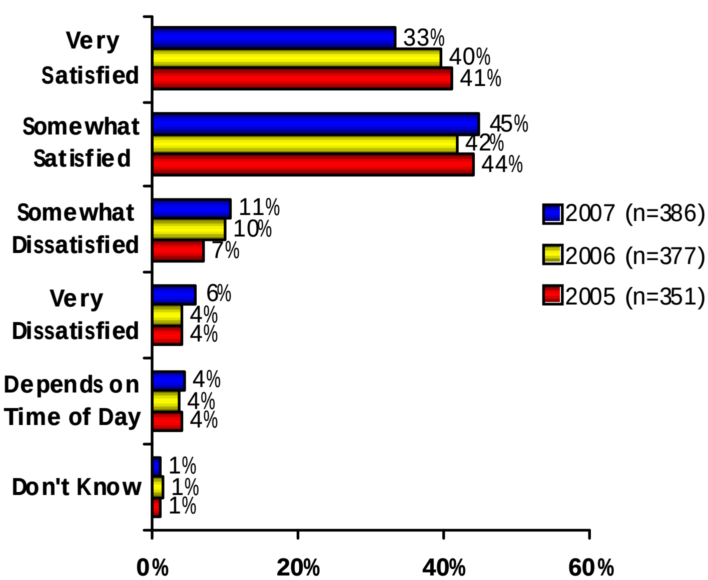
Questions 18 and 30:
Are you satisfied/dissatisfied with being able to walk around downtown without feeling crowded?

May not sum to 100% due to rounding.

Figures 21A, 21B and 21C below show that more than three-quarters of respondents from all sample groups (78% Bus, 74% Garage/Lot and 81% Parking Meter) said they are satisfied with their personal security and safety when in downtown Seattle. Significantly fewer respondents in all three sample groups indicated they were "very satisfied" with their personal safety compared to the percentages recorded in 2006:

- Bus Clusters – 40% in 2006 to 33% in 2007
- Garage/Lot Clusters – 43% in 2006 to 29% in 2007
- On-Street Parking Clusters – 46% in 2006 to 32% in 2007

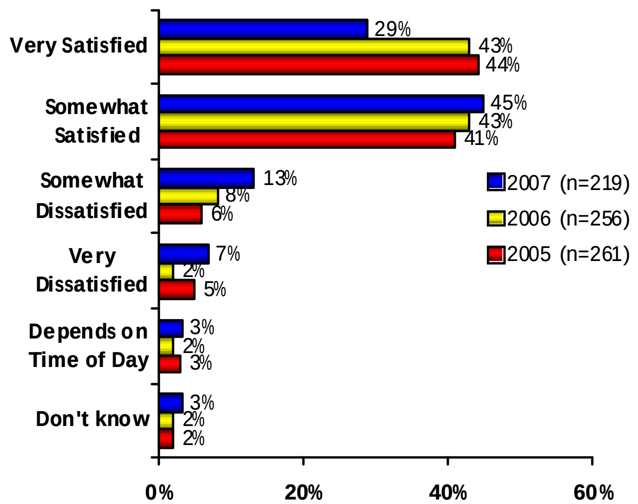
Figure 21A. Satisfaction with Personal Security and Safety
Bus cluster respondents who travel downtown by bus, car or carpool



Questions 19 and 31:
Are you satisfied/dissatisfied with personal security and safety when in downtown Seattle?

May not sum to 100% due to rounding.

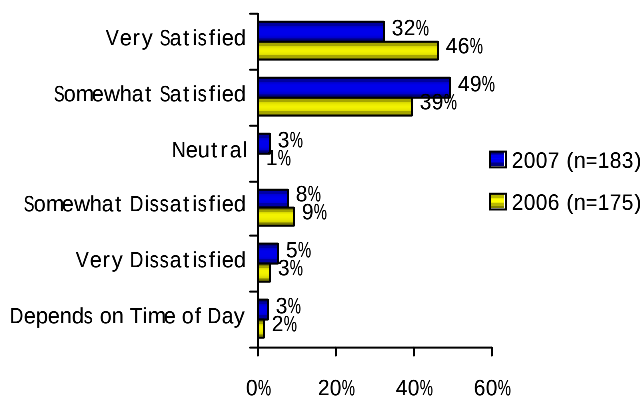
Figure 21B. Satisfaction with Personal Security and Safety
Garage/Lot Cluster respondents who travel downtown by bus, car or carpool



Questions 19 and 31:
Are you satisfied/dissatisfied with personal security and safety when in downtown Seattle?

May not sum to 100% due to rounding

Figure 21C. Satisfaction with Personal Security and Safety
On-street parking cluster respondents who travel downtown by bus, car or carpool



Questions 19 and 31:
Are you satisfied/dissatisfied with personal security and safety when in downtown Seattle

"Don't know" responses (1%) not shown

May not sum to 100% due to rounding

Satisfaction with Bus Travel in Downtown Seattle

In all, 90% of respondents from the Bus Cluster sample, 11% of respondents from the Garage/Lot sample and 16% of those from the Parking Meter Clusters reported riding the bus to downtown Seattle for at least one of the three trip purposes queried in the survey. Respondents who traveled by bus to downtown Seattle were asked a series of questions about their satisfaction with bus travel in and around downtown.

More than three-quarters of bus riders from the Bus Cluster Sample were satisfied with:

- *Personal security and safety while waiting for the bus during the day (87%)*
- *The location of your bus stop in downtown (87%)*
- *Personal safety on the bus related to the conduct of others (85%)*
- *The amount of personal space you have when waiting at downtown bus stops (84%)*
- *The bus coming when it is supposed to when you are leaving downtown (82%)*

Bus Cluster respondents were the least satisfied with the amount of time you have to wait in between buses (35% dissatisfied). Satisfaction with all elements was consistent with findings in 2006.

Bus riders from the Garage/Lot Cluster sample gave very similar satisfaction ratings for four of the same five elements:

- *The location of your bus stop in downtown (92%)*
- *The amount of personal space you have when waiting at downtown bus stops (88%)*
- *Personal safety on the bus related to the conduct of others (88%)*
- *Personal security and safety while waiting for the bus during the day (88%)*
- *The ability of the bus to get you to your downtown destination on time (80%)*

Bus riders from the Garage/Lot sample were least satisfied with *personal security and safety while waiting for the bus at night* (44% dissatisfied). There were not statistically significant differences in satisfaction ratings for these elements between 2006 and 2007.

Bus riders from the On-Street Parking sample also gave high ratings for four of the five elements rated highest by the Bus Cluster Sample:

- *The amount of personal space you have when waiting at downtown bus stops (97%)*
- *Personal security and safety in downtown Seattle while waiting for the bus during the day (93%)*
- *The ability of the bus to get you to your downtown destination on time (83%)*
- *The location of your bus stop in downtown (80%)*
- *Personal safety on the bus related to the conduct of others (80%)*

Bus riders from the On-Street Parking sample were the least satisfied with *the amount of time you have to wait between buses* (40% dissatisfied).

Satisfaction with Car Travel in Downtown Seattle

Ninety percent (90%) of the respondents interviewed from the Garage/Lot Clusters, 88% of those from the On-Street Parking Clusters and 33% of those from the Bus Clusters reported traveling to downtown Seattle by car or carpool for at least one of the purposes queried in the survey. These respondents were asked a series of questions about car travel in and around downtown Seattle. Compared to their satisfaction with bus travel elements, respondents from both sample groups were significantly less satisfied with the elements of car travel in downtown Seattle.

- Fewer than 60% of Garage/Lot respondents were satisfied with any of the car travel elements included in the survey. Car travelers to downtown from this group were most satisfied with b*eing able to find parking that is convenient to your destination in downtown Seattle* (53% very/somewhat satisfied) and the least satisfied with *the cost of parking in downtown Seattle* (76% very/somewhat dissatisfied). Two significant differences were noted in satisfaction with car travel elements between 2006 and 2007:
- The percentage of car travelers who were "very dissatisfied" with *being able to find parking that is convenient to your destination* increased from 17% to 27%
- The percentage of car travelers who were "very" or "somewhat satisfied" with *the clarity of informational signs in downtown telling car drivers how to get around downtown* dropped from 61% in 2006 to 50% in 2007.

Only one car travel element, *clarity of the informational signs downtown telling car drivers how to get around downtown*, was rated satisfactory by at least half of the auto users from the On-Street Parking sample (57%). These respondents expressed high levels of dissatisfaction with *the cost of parking in downtown Seattle* (68% very/somewhat dissatisfied), *being able to find parking downtown* (66% very/somewhat dissatisfied), and *being able to find parking that is convenient to your destination in downtown Seattle* (57% very/somewhat dissatisfied). There were no statistically significant differences in ratings for this sample group between 2006 and 2007.

Fewer than half of Bus Cluster respondents who come downtown at least occasionally by car/carpool were satisfied with any of the car travel elements. They were the most satisfied with *the clarity of the informational signs downtown that tell drivers how to get around* (47% satisfied) and *the amount of time it takes you by car to get through downtown* (42% very/somewhat satisfied). At least six in ten auto user from the Bus Cluster group indicated they were dissatisfied with the remaining car travel elements. Satisfaction with *the amount of time it takes you by car to get through downtown* dropped from 57% in 2006 to 42% in 2007.

Information Sources

More than two-thirds of Bus Cluster respondents (68%), and at least three-quarters of Garage/Lot (77%) and On-Street Parking Cluster respondents (75%) said they have seen signs that indicate there are traffic restrictions along Third Avenue during certain times of the day. Respondents in all three groups most commonly mentioned signs posted along the street indicating there are traffic restrictions during peak hour travel followed by "Do Not Enter" and "Bus Only" signs.

About six in ten Bus Cluster respondents (59%) were aware of the date the tunnel would re-open prior to September 24, 2007 as were 39% of Garage/Lot Cluster respondents and 37% of On-Street Parking Cluster respondents. Most respondents in the Bus Clusters group recalled getting information about the tunnel opening from transit agencies more than any other source both before and after the tunnel re-opened (49% before, 26% after). Garage/Lot Cluster respondents most commonly recalled getting information from the media (46% before, 16% after) as did On-Street Parking respondents (47% before, 14% after).

Bus Cluster respondents were significantly more likely than those in other groups to have seen information about the tunnel re-opening after September 24 (59% compared to 39% of Garage/Lot Cluster respondents and 37% of On-Street Parking Cluster respondents). At least three-quarters of those who did see information after September 24, 2007 in all respondent groups said the information they saw was informative.

Less than one in five respondents (18% of Bus Cluster respondents, 19% of Garage/Lot respondents and 14% of On-Street Parking Cluster respondents) who work or attend school in downtown Seattle were aware of any incentives or promotions urging commuters to change the way they commute.

For Bus Cluster respondents, transit agency timetables were the most popular source of get information about traveling in downtown Seattle (83%) followed by information posted at bus stops (76%), the Metro Online website (70%), Rider Alerts (60%) and transit agency brochures (48%). The most popular non-transit information sources were up-to-date traffic reports (45%) and downtown signage (40%).

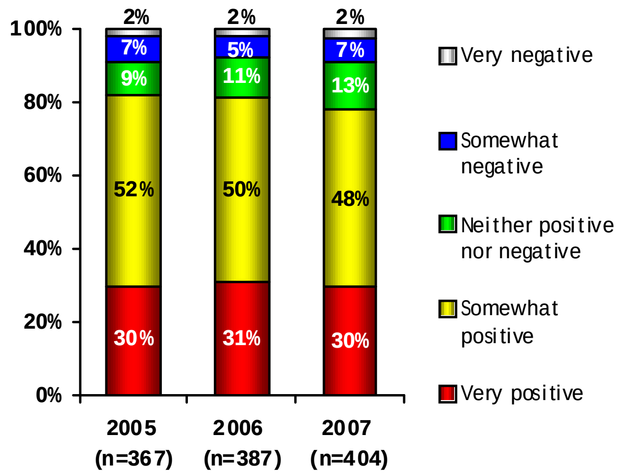
Up-to-date traffic reports was the most commonly mentioned information source for respondents from the Garage/Lot Clusters (72%), followed by the Metro online website (45%), newspaper articles or TV news (45%)and regular signs posted on downtown streets (43%).

On-Street Parking Cluster respondents most commonly mentioned up-to-date traffic reports (62%) as their information source about travel in downtown Seattle followed by newspaper articles or television news (48%) and regular signs posted on downtown streets (47%). About four in ten respondents mentioned getting information from transit agency timetables (41%), the Metro Online website (40%) and transit information at bus stops (38%).

Overall Impression of Downtown Seattle

In all, 78% of Bus respondents, 69% of Garage/Lot respondents, and 67% of On-Street Parking respondents said their recent experiences in downtown Seattle left them with a "very" or "somewhat" positive impression. The percentage of Garage/Lot respondents with a positive impression of downtown Seattle in 2007 was significantly lower than the percentage recorded in 2006 (78%).

Figure 22A. Overall Impression of Downtown Seattle
All bus cluster respondents

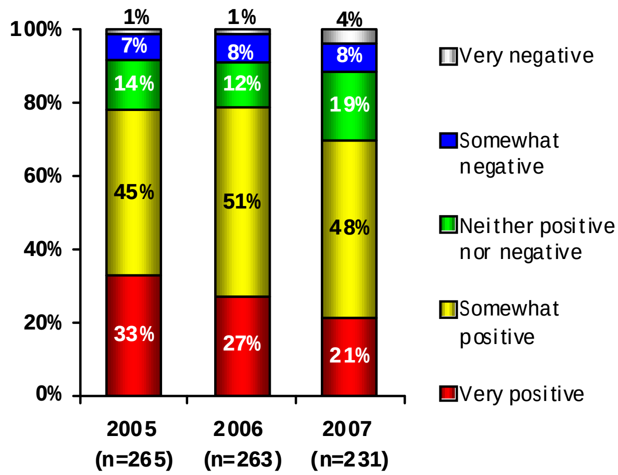


Question 38:
Based on your recent experience with downtown Seattle, would you say your overall impression of downtown is…

May not sum to 100% due to rounding.

Don't know responses not shown.

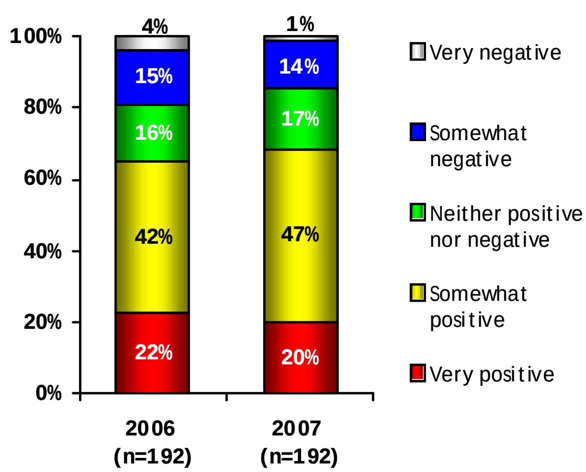
Figure 22B. Overall Impression of Downtown Seattle
All garage/lot cluster respondents



Question 38:
Based on your recent experience with downtown Seattle, would you say your overall impression of downtown is…

May not sum to 100% due to rounding.

Figure 22C. Overall Impression of Downtown Seattle
All on-street parking cluster respondents



Question 38:
Based on your recent experience with downtown Seattle, would you say your overall impression of downtown is…

May not sum to 100% due to rounding.
"Don't know" responses (<1%) not shown.